



→ → → *DESIGNED BY:*
→ → → AVA DARVISH
→ → → MICAELA GALVEZ
→ → → MELANNIE LOPEZ

→ → → *WRITTEN BY:*
→ → → MICAELA GALVEZ



THE
MAMA
MANIFESTO
FOR DUMMIES





SAY...



MAMA



SAY

MAMA

MAMA MAMA MAMAMAMA M

*TO DESIGN, to create visuals in which they are in their very nature **itself**, only itself, is the root of what we care about. A cause that is of itself. To have a being-in-itself, WITHOUT need for justification nor explanation, completely self-contained in its existence.*

*In layman's terms:  **THE DESIGN IS SIMPLY THE DESIGN.** Nothing Nothing more.*

*Design can exist devoid of meaning. The need for design to depend on  **receivers*** instead of the designer– designs that depend on client work, designs that depend on utility, designs that depend on validity– are dead. **DESIGN DEPENDS ON NOTHING, OTHER THAN ITSELF.** A BODY OF WORK STANDS ALONE SUCCESSFULLY, INDEPENDENTLY. MAMA WEARS THE PANTS. **MAMAMAMAMAMAMAMAMAMAMAMA.** It bears the unbearable no longer.*

Visual design does not require a justification or explanation; it is completely self-contained within its own existence. Design's function is design, nothing more.

Say mama!

MAMA! MAAAAAMA. Say “MAMA”! [...]

**MONEY ANSWERS MAKE ASSHOLES
MAYBE ABSOLUTION MAKES A MESS
MOTHERS AGAINST METH AND PHETAMYNE**

**MORRIS
ASSHOLE MAKE AGAIN
MMMAFFAGATOS MELTING ARTISANS**

*The feedback loop of design being made up of “Senders” (Designers creating work to put into the world) &  “Receivers” - audience, consumers, design firms, Users

(function)

(solution)

PURPOSE WITHOUT MEANING



IF, TO →YOU, it is futile, and a waste of time to attempt to define A MEANINGLESS WORD... **DEFINITION- PURPOSE ADJECTIVE; THE REASON WHICH SOMETHING IS DONE. THAT IS IT, THAT IS ALL. MEANING TO CONVEY SOMETHING.** Viewing the word through a design lens, we can take the concrete definition to convey to equate "TO CONVEY A SOLUTION". In a sense, conveying solutions by using design as a problem-solving tool. This meaning is indirectly communicated, as most fluid definitions are in design academia.

By clearing the two definitions of **PURPOSE** and **MEANING**, we can present the central head **PURPOSE**

(function) **WITH NO MEANING (solution)**. That is to say, in the design space cultivated by creatives, there exists a breed of work that should be respected- those being designed visuals that have design function [operating within a space] while simultaneously denying a solution. WE DO NOT SOLVE WORLD HUNGER, WE DO NOT AIM FOR SOCIAL GOOD, WE ARE NOT TAMED BY A CLIENT; THE FUNCTION OF A DESIGN STEMS FROM THE FORMATION. IT IS ITSELF. The designed object is not a problem-solving piece that operates within a bargained space. It is about making concrete things, concrete actions. Meaning is equivalent to problem-solving in this realm. Design can't not convey, or communicate - it always will regardless of our control. Rather, we argue it should not CONVEY SOLUTIONS. **DO YOU GET IT?** In the design sphere, MEANINGS EQUATE SOLUTIONS! WE ARE AGAINST SOLUTIONS! Let the design Be.

Stand up for what you make. For once, stand up!

►►YOU designer, empty and downtrodden, condemned from solely making as it solves no greater purpose. YOU designer, chastised for not following the writings of Brockmann, of



Lupton, for not following the teachings of the West. YOU, designer, whose worth is based on capital, victim of the labor trade, the wet rag of clients & chew toy of giants. YOU, designer, creator; make for the sake of it. Make, make, make. It is the only inherent right we have. Making is all we have. Make PURPOSE- designs that look appetizing, designs that have beauty, designs that have form & principle. DENY MEANING, TURN YOUR BACK ON RESOLUTIONS; FREE YOUR MIND.

Make note that we do not agree with MEANING WITH NO PURPOSE. If a design is made to have meaning (solution), and it has no purpose (function), it goes against MAMA. DO YOU WANT TO MAKE YOUR MAMA MAD? Yes, Bad Designs

exist; we spit on it. Bad design is the metaphorical roach that crawls through our pipes. It Never Dies, but we step on as many as we can. YOU may not; WE do.

UGLY DESIGN solutions are **NOT** OKAY. Nose-turners love to point out that this subjectivity means there is no such thing as "bad work", as there is something for Everyone to like. However, that opens the parameters for the existence of Bad work; if a few people liking a design is what gives a piece validity, that also means it can be hated by many.

IGNORANCE'S NASTY TRUTH. Just because a design "works" doesn't mean it's Good for you. It can be meaningful yet Ugly. Disastrous. It doesn't make it good because you stuffed it full of pseudo-intellectualism and manufactured sensibility. YOU, YOU TAKE ORDERS, SOULLESS BEINGS, MOLDED TO THE CORPORATION'S WHIMS, TO THE WRITINGS OF DEAD MEN. What you make is soulless; you give soulless solutions. You solve cadaver problems. They work, God do they work, they work overtime just as you do. You cut pieces of yourself to sell. What is left inside of you?

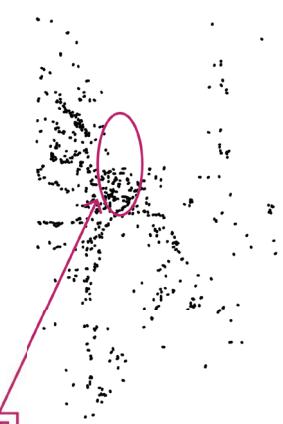
Design. **NOTHING MORE.**



“WHAT’S THE GREATER MEANING BEHIND THIS DESIGN?” – fig.1 (Nothing, it’s just itself.)



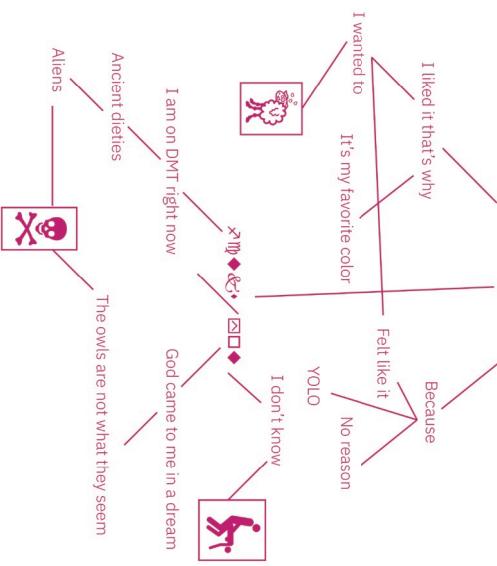
A. “What’s The Greater Meaning Behind This Design?”



B. “Nothing, It’s Just Itself.”

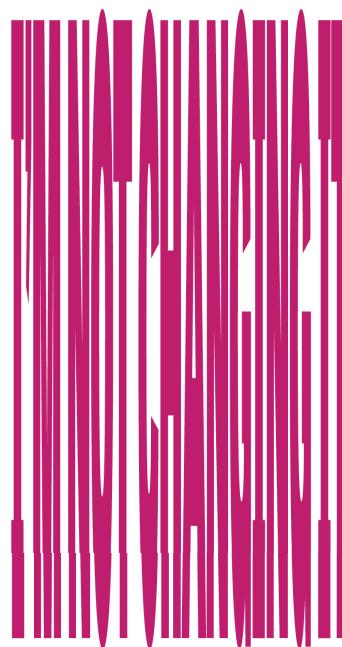
“WHY DID YOU CHOOSE THIS COLOR?” – fig.2 (I liked it, that’s why.)

“WHY DID YOU CHOOSE THIS COLOR?”



"WHY IS THE TEXT SO FUNNY, I CAN'T READ IT?!" – fig.3 (I'm not changing it.)

***"Why Is The Text So Funny,
I can't Read It!"***



*Tilt your phone, close one eye and then
look at this from your charger hole.*

SELF FULFILLMENT

“**ART IS** inextricably embedded in the fabric of humanity. It predates and transcends the widespread organization of socioeconomic and political systems”; ergo, Art can never truly be contained within the confines of capitalism. **IT IS A PRIMAL NEED**, SMEARING MASHED FRUITS WITH HANDS ON CAVE WALLS AND SCULPTING CRUDE VESSELS FROM EARTH. **Time** has **never changed** this. The fate of the artist is to create as an expression of themselves, bending the world and its materials to their reality. After acknowledging the unbreaking ties between humans and art, you can begin to understand how coveted such works are and thus societal liberty Artists hold. Despite creating for **SELF FULFILLMENT** curators and collectors fall over themselves, pouring out their wallets for just a bite of an Artist's **mind**. But the modern designer is not allowed to experience this same joy. Rather than indulging in the creative practice of self-fulfilling design, **WE** ARE TAUGHT TO **PIMP OURSELVES** to a corporation for work, and fulfill their whims. A thin, easily torn veil between **CONSUMERIST DESIRE** and **OUR INBORN PITY** towards the product; the framework of self-fulfillment is tragically weak.

- **Designers must learn** we must learn, how to operate within and reshape our World. Designers sacrifice their individuality to fit a brand guideline, a client's whims.
- Designers become beggars. Design is promoting maximal consumption; designers must think fluidly in the realm of performance lest we mass produce bad design. We are reaching our critical mass. **MAMA** demands that the work she does be works she Wants to make.

Do you read me?

!! (LOOPHOLE) !!

The designer should not be tied to this fruitless fate—
MAMA DEMANDS SELF-FULFILLMENT, satisfaction.

Design should refuse to court the client. We must abandon the pursuit of the consumer; instead, wait for the client to be seduced by Us. Play hard to get. Our design work is the midnight temptation, the **man-eater**.

Artists in a contemporary space work as Facilitators who separate their labor from a supply-demand system. AKA: artists refuse to CHASE AFTER A CLIENT, abandoning pursuit of consumers and, rather, wait for their WORK'S ALLURE to pull clients in. They put on different hats, leaving their old positions and waiting for clients to come to Them, with Curators acting as third-party matchmakers that bring clients to an artist. These curators fall over themselves, ready to spend money on works for their galleries. The artist creates for themselves, **FULFILLING THEIR OWN DESIRES**, AND THE WORK WILL EVENTUALLY BE COVETED. 

Work that designers WANT, work that WE WANT TO MAKE... THAT is the sexual liberation of the creative vessel. If you, designer, get tired of what you are making—**abandon it**! Start anew. Create something else, something you Want. Something that fulfills you. Satisfy Yourself. Clients line the block to see us full.

DESIGN AS PROSTITUTION

If **YOU** don't like that last point, delete your **LINKEDIN**



DO YOU ENVY YOUR SISTER FOR WHO SHE IS? For who you are not? Do you despise her because you are competing for mother's approval? Do you realize that all this time you've been taught wrong?

*Do you hate your sister because of who she is? Do you hate your sister because you are taught that being better than her, means to separate yourself from her? Do you realize you've been taught in **HATRED**?*

 *MEN have always sought to separate what is now **classified** as "The Arts"-- Leo Steinberg's Flatbed Picture Plane theories dichotomize this split even moreso, going so far as to segregate Creations depending on its artistic medium; texture is Theatre, 3D is Sculptural, flatpresses are Art, etc... This thinking is being taught at Harvard Graduate School of Design. Micro-Seperation will only continue at this rate until eventually we have categorized skin separate from flesh, fat separate from adipose tissue. NOW, DESIGN HAS BEEN SEPARATED FROM ART. STRANGELY, DESIGN HAS BEEN FORCED INTO A **LOVELESS MARRIAGE TO STEM**.*

*The familial tie between art and design has been overlooked; to put art down, is to put design Up. "We" have **FUNCTION**, art has **CLASS**, we have **PURPOSE**, art is **PURPOSELESS**; we have utilitarian usage, they have none. That's what's always been taught as the difference. William Morris cut the umbilical cord connecting art&design during the Arts and Crafts movement in the 1860s, and somehow, that notion has been kept till now. Interface designers leading the frontlines of the regime of hatred, proclaiming how *Design Is Utility, Design is Accessibility, Design Is Function*. The unity of the Bauhaus was simmered down to its thoughts on assembly-line function. Design must work smoothly, design*

must work efficiently. WHY MUST DESIGN BE PUT TO **WORK?**

+++

Design is **SEDUCTIVE**. **EVOCATIVE**. Design is **DESIRE**.

Works of Design that evoke, that have no other reasoning other than to evoke someone visually. Something you want to Covet. Designs that are coveted- Where do they exist in the design sphere? Suggestive objects, pieces of design that aren't quite traditional, aren't quite abstract, aren't made with an audience in mind... That is the **shared blood** we have with Art. Art is our sister. We share commonalities, traits, yet we are separate. There is no reason why we should hate our Sister to make Ourselves seem better than we are.

We are **MAMA**, we are **siblings**, we are **Hated** by each other. Recognize the sibling relation between art and you, designer. **RECOGNIZE YOUR FAMILY BEFORE YOU ARE LEFT **HOLLOW****.



I am like the rabid dog, too insane for the Director's taste, but with a good heart.

Companies hire you ➡ DESIGNER. Companies with NO DESIGN TASTE, DESIGN EXPERIENCE, OR WILLINGNESS TO LEARN; they take you by the heel and **THEY** direct **YOU** on how to fulfill their vision. **THEY** direct **YOU** to make designs that are lacking, ugly. **THEY** do not allow **US**, designers, self-hood because it is dangerous to do so.

We are taught that self-fulfillment is:



SELF-FULFILLMENT IS A CHARADE, a dreamless sleep that you cannot blink awake. It is a spoonfed concept wherein we must complete the work of others to feel fulfillment, but these people who want our labor work us like **DOGS, RABID DOGS**, they show no Respect for your personhood– yet we roll over and show our bellies in submission. **Is that what you are, designer?** Even if we know clients are making a wrong decision, we do not have an option to refute their poor judgment.

NOW Designer, if there is a Guardian in the room with you, please give this manifesto over to them. Cover your eyes– the Grown Ups are talking. Are the bosses present now? Good.



IF YOU HIRE A DESIGNER, YOU TRUST THEM AND THEIR VISION SO YOU MUST TRUST THEIR DESIGN; it is the Worker's Triptych (trust the self, trust the vision, trust the design). Hire designers when you are ready for it; when you are ready to trust them willingly to produce good work in their style (a style **You** fell in love with from the start) instead of stepping on their necks. Clients squish creative freedom out of designers in the name of "Creative Direction", leaving us gasping for air. If creative freedom is taken away, bad design is born. Strangulation is no way to treat your Mother...

Bad design can solve a problem, it can make a client happy, but it is mirth taken from Mama's detriment.

Your need is my want, my want is your need. Stand up to your boss. Make the work You would want to see from Their brief, make the work You were hired for. Bite the hand that feeds you. Demand respect, demand a plate at the dinner table, advocate for Your Own Design Creation.

Good design goes to Heaven, Bad Design goes Everywhere.



CANNIBALIZE THE EYES



“DEATH AND LIFE of all hypotheses. From the equation “*Self, part of the Cosmos*” to the axiom “*Cosmos, part of the Self.*” *Subsistence. Experience. Cannibalism.*”— Oswald de Andrade, *Manifesto Antropófago*. We absorb and cannibalize the design of others. **VIEWING IS OUR SUSTENANCE.** **VIEWING IS OUR FUEL. CONSUMPTION&CREATION.** The concept of cannibalization through an artistic lens should disgust you. The act of violence, of eating, eating each other. Mouth meet flesh meet pit meet essence; Oswald de Andrade took a bite from Brazil in the name of Creation. Remember that nothing you do or say can surpass the ambivalent cruelty of nature. ...Cannibalize the interior of a building; we eat it, we take the exposed parts of the essence, what we see, what we eat, and regurgitate it into our own work.



The eating of one animal (creatives) by another member of the same species (us)



It is important to feed our eyes. Consuming other designs and aesthetics—sources for the designer to derive inspiration; it does not all need to be original nor meaningful, it must simply be enough to keep us Full. Through feeding our eyes, (we are replenished) we repurpose all we have consumed/eaten/feasted upon to create something new.





Your Eyes must be Fed. Your eyes must see for the Designer Mind to create. No matter what You do, what You try, your work will be regurgitated copies of what you've seen. Copies, copies.

EAT THE EYES OF THE WORKS BEFORE YOU; EAT THE EYES OF YOUR FELLOW DESIGNER.

Once you've had your fill (searched references enough, taken in every experience you needed), your stomach full (ideas swarm, you begin to make...) You can't work on an empty stomach—your eyes cannot either. How do you work with no fuel? Your eyes cannot work without Seeing. Your eyes starve without Sustenance. YOU starve without sustenance. Designers must eat each other, every form of each other—interior design, fashion design, visual design, interface design, the road, the pavement, the skin, the bone; magazines, pixel art, illustrations, books; everything that Is or Will Be, everything we See that piques our appetite;  Gluttons of Sight. We take all of the interest (fat) out of what we see in order to replicate it with our own work. It is habit; it is instinct. Copied ideas that are reformed, rehashed. EAT, EAT, EAT. WE EAT EACH OTHER. OUR EYES TAKE EACH OTHER.

I ate this manifesto before I gave it to you. And then I spit it out again.



HELLO. DID U HAVE A HARD TIME READING?



LET US HELP...

MAMA KEY GUIDE



This is called a **“DINGBAT”** A dingbat is a glyph that is not a letter, number, or form of punctuation.

We use DINGBATS because we think they are **“FUN”**.

FUN: what provides amusement or enjoyment. specifically : playful often boisterous action or speech.



Banana. Togari noh pocato li kani malo mani kano. Chi ka-ba-ba, ba-ba-naNAAAHHHH.

There is a gun pointed at you.



GIVE ME YOUR FUCKING WALLET. AND THAT WATCH TOO. EMPTY YOUR POCKETS PUNK.

Hurry! Give them your wallet before they shoot us! I have a wife and kids at home!!!! PLEASE!!!! PLEA-



BANG



Tough luck kid. **You're dead.**
...And broke.

SHOOT OVER?

